

*Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the Instructor during the first day of class.*

**The American University of Rome  
Business Administration Program**

*Department or degree program mission statement, student learning objectives, as appropriate*

**Course Title:** Marketing and Organizational Communication in Italy  
**Course Number:** MKT 303  
**Credits & hours:** 3 credits – 3 hours  
**Pre/Co-Requisites:** MKT 200 or ECO 208

**Course description**

With a focus on models for understanding and interpreting culture, this course examines an array of organizational communication tools, including marketing communication, advertising, public relations, and managerial communication, as they are practiced in Italy and the United States. Students will explore these practices and examine how cultural differences affect marketing and organizational communication, and will apply their increased understanding and honed skills to a final project designed for a “real-life” client. The course includes lectures, discussion, guest speakers and field trips.

**Required Textbook (subject to change)**

- O'Guinn, Thomas C, Chris T. Allen, and Richard J. Semenik. Advertising and Integrated Brand Promotion. Mason, Ohio: South-Western/Cengage Learning, 2009. Print.
- T.A. Shimp and J.C. Andrews. Advertising, Promotion, and other aspects of Integrated Marketing Communications. South-Western/Cengage Learning, 2013. Print.

**Entry Fees**

Students will pay a fee to cover the cost of the mandatory field-study trip.

**Course Learning Objectives**

At the end of the course, students will be able to:

1. identify and discuss factors that have contributed to Italy's unique cultural, historical, political and economic development;
2. correctly apply the leading marketing communication tools to a real-world situation in Italy;
3. identify stakeholders and develop effective communication strategies to influence them;
4. work in teams to create communication campaigns in a global setting;
5. make professional presentations.

## Course Learning Activities

- Readings: Articles will be assigned for each session (see schedule for detailed reading list; download them from our Course Page in MyAUR). Read them before coming to class; they will set the context for the discussion, lecture or speaker each day and will make you a smarter participant.
- Lectures: We will welcome a variety of guest speakers to class, to complement our discussions of communication tools, and give you an opportunity to learn from experts in the various fields. Be on time, pay attention and ask smart questions to confirm the wisdom of the speakers' decision to come spend time with our class. The quality of your questions will contribute to your class participation grade.
- Field Trips: There will be two field trips to the centre of Rome.
- Class Discussion: Much of what you learn this month will come from the experiences, observations and comments of your classmates, as well as from the prof and our invited speakers. Good class participation is that which facilitates engaging, stimulating discussion. You will be assessed on the preparation and quality of the questions you ask our guest speakers and the degree to which you actively participate in class.
- Speaker Response Papers: Students will write brief responses (max 1-2 double-spaced pages) to presentations by guest speakers, with observations on the value and applications of the presentation made. These will be submitted in the class following the presentation.
- Individual Presentations: You'll present material you've gathered during your first field trip on the Italian Food Advertising & Integrated Brand Promotion in Rome
- Communication Campaign: Final presentation, described in a separate handout.
- Final Exam: Short essays & multiple choice questions focusing on topics discussed during the course; you will be expected to learnedly refer to, and incorporate into your answers, the readings and the guest lectures as well as our class discussions

## Assessment tools

Speaker response papers	5%
Individual Presentations	10%
Quizzes on Readings	15%
Class Participation	10%
Team Campaign	30%
Final exam	30%

## COURSE SCHEDULE

Week	Topic
Lesson 1	<p>Introductions and course overview</p> <p>Ice-breakers and introductions</p> <p>Setting the cultural context: definition of culture; cultural differences</p> <p>Setting the communication context: definition of organizational communication; the communication process, audiences (stakeholders), messages, and media</p> <p>Setting the marketing context: definition of MarCom tools</p>
Lesson 2	<p>Understanding Culture and a Framework for Analyzing it; Getting into the Italian Mindset</p> <p>Assigned Readings (available on MKT 303 course page on MyAUR):</p> <p>Hofstede, G. (1993). Cultural constraints in management theories. <i>Academy of Management Executive</i>, 7(1), 81-94.**</p> <p>Epstein, Alan. (2000). <i>As the Romans Do</i> ["Business, but not as usual: Money isn't everything"].</p>
Lesson 3	<p>Guest speaker session: Class meets at 6:00P.M. in the auditorium</p> <p>"International Marketing: P&amp;G" by Joe Mallof, Former President and CEO of World Kitchen, LLC</p> <p>P&amp;G Case Study (MyAUR):</p>
Lesson 4	<p>MarCom Tool No. 1 (Global) Branding –Italian Icons</p> <p>Aaker, D.A., &amp; Joachimsthaler, E. (1999). The lure of global branding. <i>Harvard Business Review</i>, 77(6), p 137-144.</p> <p>Holt, Quelch &amp; Taylor (Sept 2004). How global brands compete. <i>Harvard Business Review</i>. P 69-75</p> <p>Quiz 1</p>
Lesson 5	<p>MarCom Tool No. 2 – Advertising and the Need for Breakthrough</p> <p>Lecture and Team exercise (Development of Ads)</p> <p>No reading assigned for this session; review the PPT slides and think about what Ad'g can DO</p> <p>O'Guinn, Thomas C, Chris T. Allen, and Richard J. Semenik. <i>Advertising and Integrated Brand Promotion</i>. Mason, Ohio: South-Western/Cengage Learning, 2009. Print.</p>
Lesson 6	<p>Doing Business in Italy No. 1 – Dr. Helen Burgess, Entrepreneur and Corporate Trainer,</p> <p>Doing Business in Italy: Introduction to TSL</p> <p>Assigned Reading:</p> <p>Lewis, Richard D. (2000). <i>When Cultures Collide: Managing successfully across cultures "Italy"</i>.</p> <p>Team assignments</p> <p>Quiz 2</p>
Lesson 7	<p>Part II: Doing Business in Italy No. 2: Field Trip to the center of Rome</p> <p>This visit will take place in the afternoon. Meet at Piazza del Popolo at 3:15 pm in front of the fountain.</p> <p>Assignment: Review &amp; Photograph Italian food advertising (MarCom) in Rome</p>
Lesson 8	<p>Part I: MarCom Tool No. 3 – Public Relations: Managing Relations with Your Publics</p> <p>Lecture/discussion on public relations: defining publics and managing tools to relate with those publics (stakeholders)</p> <p>Assigned reading (MyAur):</p> <p>O'Guinn, Thomas C, Chris T. Allen, and Richard J. Semenik. <i>Advertising and Integrated Brand Promotion</i>. Mason, Ohio: South-Western/Cengage Learning, 2009. Print. p. 650-666</p> <p>Quiz 3</p>
Lesson 9	<p>Doing Business in Italy No. 3: Field trip to visit TSL distributors located in the center of Rome</p> <p>This visit will take place in the afternoon.</p>
Lesson 10	<p>Part I: MarCom Tool No. 4: Social Media and Branding</p> <p>Online communications: overview of Social Media and discussion of implications for branding.</p> <p>Assigned Reading (MyAUR):</p> <p>Edelman, David C. (2010) <i>Social Media and The New Rules of Branding</i>, Harvard Business</p> <p>Part II: Doing Business in Italy: When in Rome Do as the Romans do: Lecture and discussion</p> <p>Lewis, Richard D. (2000). <i>When Cultures Collide: "Italy"</i></p> <p>Epstein, Alan. (2000). <i>As the Romans Do</i></p> <p>Individual Presentations: 1, 2, 3, 4</p>

Lesson 11	Use this session to meet with your teams and prep your TSL Campaign portfolio and presentations. Individual Presentations: 5,6,7,8 Quiz 4
Lesson 12	MarCom Tool No. 5: Sales Promotion: Pushing and Pulling your way to action - Lecture Assigned reading (MyAur): O'Guinn, Thomas C, Chris T. Allen, and Richard J. Semenik. Advertising and Integrated Brand Promotion. Mason, Ohio: South-Western/Cengage Learning, 2009. Print. p. 560-589. Individual Presentations: 9,10,11,12
Lesson 13	Part I: Doing Business in Italy No. 5: "Doing Business in Europe " Assigned Reading: Cagni, P., Think Global, Act European (MyAUR) Part II: Final project teamwork Individual Presentations: 13,14,15,16 Quiz 5
Lesson 14	Final Preparation for the TSL Communications Campaign: Work in Class/ Computer Lab on your IMC portfolio and presentations
Lesson 15	Communications Campaign for TSL Each team has 20 minutes to present campaign strategy, materials and creative. Panel of Judges: Dr. Helen Burges TSL, Prof. Kathleen Fitzsimmons, Prof. Anna Sasso
Lesson 16	Review for the final.
Lesson 17	Final Exam

## ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

### 1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;  
Students will not be penalized for three absences from classes meeting twice a week;  
Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note\* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

### 2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please verify with the Dean's Office for the list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will not be penalized but will be counted as an absence. Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

\*Note: No instructor may penalize a student more than one-third of a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

#### Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

#### Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		